

## EAST Search History

## EAST Search History (Prior Art)

| Ref # | Hits | Search Query  | DBs   | Default Operator | Plurals | Time Stamp       |
|-------|------|---|---|------------------|---------|------------------|
| L1    | 31   | (US-20050131724-\$ or US-20050038688-\$ or US-20040192351-\$ or US-20040243565-\$ or US-20050049917-\$ or US-20050091111-\$ or US-20050171863-\$ or US-20050107952-\$ or US-20050187823-\$ or US-20020095333-\$ or US-20020046104-\$ or US-20020049644-\$ or US-20020184096-\$ or US-20040220884-\$ or US-20020013729-\$ or US-20050096980-\$ or US-20050228797-\$ or US-20040186776-\$ or US-20060041472-\$ or US-20030018566-\$ or US-20030177058-\$ or US-20020032633-\$ or US-20010039527-\$ or US-20040103024-\$ or US-20050038914-\$ or US-20050246231-\$).did. or (US-20040230676-\$ or US-20050165766-\$ or US-20020174089-\$ or US-20010047297-\$ or US-20050187818-\$).did. | US-PGPUB  | OR               | ON      | 2011/01/20 09:52 |
| L2    | 10   | L1 and ( (modif\$4 chang\$4) same (offer incentive promotion) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2011/01/20 09:52 |
| L3    | 26   | L1 and ( (criteria resolution condition term) same (time age distance proximity) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2011/01/20 09:57 |

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| L4  | 2  | L1 and ( (web website webpage url virtual internet) same (multi multidimensional) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>10:05 |
| L5  | 4  | L1 and ( (web website webpage url virtual internet) same (multi multidimensional dimension dimensional) )                          | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>10:06 |
| L6  | 19 | L1 and ( (web website webpage url virtual internet) same (multi multidimensional dimension dimensional multiple several various) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>10:06 |
| L7  | 7  | L1 and ( (category) same (multi multidimensional dimension dimensional multiple several various) )                                 | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>10:51 |
| L8  | 10 | L1 and ( (category) same (time age distance proximity) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>10:52 |
| L9  | 15 | L1 and ( (criteria resolution condition term) same (location position distance proximity) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>11:04 |
| L10 | 29 | L1 and ( (retriev\$3 sort\$3 campaign distribut\$3) same (machine engine system apparatus module) )                                | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>11:17 |
| L11 | 6  | L1 and ( ( (data near4 mining) (artificial near4 intelligence) ) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>11:21 |

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| L12 | 3  | L1 and ( (offer promotion incentive) same ( (data near4 mining) (artificial near4 intelligence) ) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>11:22 |
| L13 | 14 | L1 and ( (offer promotion incentive) same (match\$3 compar\$5) same (context activity preference search\$4 query\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>11:28 |
| L14 | 26 | L1 and ( (ad advertis\$7) same (product service content) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:05 |
| L15 | 21 | L1 and ( (portable wireless cellular mobile handheld) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:07 |
| L16 | 30 | L1 and ( (portable wireless cellular mobile handheld computer desktop) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:08 |
| L17 | 2  | L1 and ( (probabili\$5 likelihood) same (match \$3) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:09 |
| L18 | 34 | (US-20060069749-\$ or US-20060041472-\$ or US-20050246231-\$ or US-20050228797-\$ or US-20050216335-\$ or US-20050187823-\$ or US-20050187818-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050131724-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050049917-\$ or US-20050038914-\$ or US-20050038688-\$ or US-20040243565-\$ or US-20040230676-\$ or US- | US-PGPUB  | OR | ON | 2011/01/20<br>12:17 |

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|     |     | 20040220884-\$ or US-<br>20040192351-\$ or US-<br>20040186776-\$ or US-<br>20040103024-\$ or US-<br>20030177058-\$ or US-<br>20030018566-\$ or US-<br>20020184096-\$ or US-<br>20020174089-\$).did. or (US-<br>20020095333-\$ or US-<br>20020049644-\$ or US-<br>20020046104-\$ or US-<br>20020032633-\$ or US-<br>20020022999-\$ or US-<br>20020013729-\$ or US-<br>20010047297-\$ or US-<br>20010039527-\$).did.   |   |    |    |                     |
| L19 | 0   | L18 and ( (context\$3) same (search\$3 query\$4) same (term word) same (phrase) same (distance located) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:17 |
| L20 | 109 | ( (context\$3) same (search\$3 query\$4) same (term word) same (phrase) same (distance located) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:17 |
| L21 | 35  | (US-20060069749-\$ or US-20060041472-\$ or US-20050246231-\$ or US-20050228797-\$ or US-20050216335-\$ or US-20050187823-\$ or US-20050187818-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050131724-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050049917-\$ or US-20050038914-\$ or US-20050038688-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040220884-\$ or US-20040199546-\$ or US-20040192351-\$ or US-20040186776-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20030018566-\$ or US-20020184096-\$).did. or (US-20020174089-\$ or US- | US-PGPUB  | OR | ON | 2011/01/20<br>12:37 |

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|     |    | 20020095333-\$ or US-<br>20020049644-\$ or US-<br>20020046104-\$ or US-<br>20020032633-\$ or US-<br>20020022999-\$ or US-<br>20020013729-\$ or US-<br>20010047297-\$ or US-<br>20010039527-\$).did.   |   |    |    |                     |
| L22 | 17 | L21 and ( (offer incentive<br>match\$4 promotion) same<br>(rating rated weigh\$3<br>readiness willing\$4<br>demand) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/20<br>12:38 |
| S1  | 36 | ("20040103024"<br>"20040230676"<br>"20050228797"<br>"20050165766"<br>"20050096980"<br>"20050091111"<br>"20050038914"<br>"20040192351"<br>"20020013729"<br>"20010047297"<br>"20050187823"<br>"20040243565"<br>"20050107952"<br>"20020046104"<br>"20030177058"<br>"20060041472"<br>"20050171863"<br>"20020184096").pn.  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:36 |
| S2  | 18 | (US-20060041472-\$ or US-<br>20050228797-\$ or US-<br>20050187823-\$ or US-<br>20050171863-\$ or US-<br>20050165766-\$ or US-<br>20050107952-\$ or US-<br>20050096980-\$ or US-<br>20050091111-\$ or US-<br>20050038914-\$ or US-<br>20040243565-\$ or US-<br>20040230676-\$ or US-<br>20040192351-\$ or US-<br>20040103024-\$ or US-<br>20030177058-\$ or US-<br>20020184096-\$ or US-<br>20020046104-\$ or US-<br>20020013729-\$ or US-<br>20010047297-\$).did. | US-PGPUB  | OR | ON | 2010/08/04<br>23:37 |

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| S3  | 12   | S2 and ( (match\$3 same advertiser) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:37 |
| S4  | 3    | S2 and ( (match\$3 same advertiser same offer) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:38 |
| S5  | 1    | 10/783383.app.  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:41 |
| S6  | 0    | S2 and ebay   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:42 |
| S7  | 0    | ( (match\$3) same advertiser same (seller or advertisee) same (barter\$4 or swap\$4) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:43 |
| S8  | 8    | ( (match\$3) same advertiser same (barter\$4 or swap\$4) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:43 |
| S9  | 366  | ( (match\$3) same advertiser same (barter\$4 or swap\$4 or sell\$4 or exchange\$4) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:47 |
| S10 | 1166 | ( (match\$3) same (advertiser or seller or vendor) same (buyer or participant or user or shopper) same (barter\$4 or swap\$4 or sell\$4 or exchange\$4 or offer) same (terms or criteria or conditions) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:52 |

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| S11 | 377 | ( (match\$3) same (advertiser or seller or vendor) same (buyer or participant or user or shopper) same (barter\$4 or swap\$4 or sell\$4 or exchange\$4 or offer) same (terms or criteria or conditions) same offer )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/04<br>23:53 |
| S12 | 30  | (US-20060041472-\$ or US-20050228797-\$ or US-20050187823-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050038914-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040192351-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20020184096-\$ or US-20020046104-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20050187818-\$ or US-20050049917-\$ or US-20050246231-\$ or US-20050131724-\$ or US-20050038688-\$ or US-20040220884-\$ or US-20030018566-\$ or US-20020174089-\$).did. or (US-20020095333-\$ or US-20020049644-\$ or US-20020032633-\$ or US-20010039527-\$).did. | US-PGPUB  | OR | ON | 2010/08/05<br>15:17 |
| S13 | 15  | S12 and ( (advertisee or user or participant or shopper) near20 (offer\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>15:18 |
| S14 | 17  | S12 and ( (advertisee or user or participant or shopper) near20 (offer\$4 or bid\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>15:19 |

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| S15 | 30 | (US-20060041472-\$ or US-20050228797-\$ or US-20050187823-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050038914-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040192351-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20020184096-\$ or US-20020046104-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20050187818-\$ or US-20050049917-\$ or US-20050246231-\$ or US-20050131724-\$ or US-20050038688-\$ or US-20040220884-\$ or US-20030018566-\$ or US-20020174089-\$).did. or (US-20020095333-\$ or US-20020049644-\$ or US-20020032633-\$ or US-20010039527-\$).did. | US-PGPUB  | OR | ON | 2010/08/05<br>22:22 |
| S16 | 11 | S15 and ( (advertisee or user or participant or shopper) near20 (activit\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>22:22 |
| S17 | 3  | S15 and ( (advertisee or user or participant or shopper) near20 (schedule) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>22:24 |
| S18 | 17 | S15 and ( (activit\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>22:30 |
| S19 | 7  | S15 and ( (schedule or itinerary) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>22:36 |



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| S20 | 15 | S15 and ( (advertiser or user or participant or shopper or advertiser) near20 (offer\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/05<br>22:45 |
| S21 | 30 | (US-20060041472-\$ or US-20050228797-\$ or US-20050187823-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050038914-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040192351-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20020184096-\$ or US-20020046104-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20050187818-\$ or US-20050049917-\$ or US-20050246231-\$ or US-20050131724-\$ or US-20050038688-\$ or US-20040220884-\$ or US-20030018566-\$ or US-20020174089-\$).did. or (US-20020095333-\$ or US-20020049644-\$ or US-20020032633-\$ or US-20010039527-\$).did. | US-PGPUB  | OR | ON | 2010/08/08<br>17:56 |
| S22 | 20 | S21 and ( (advertiser or user or participant or shopper or buyer) near20 (internet) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>17:56 |
| S23 | 26 | S21 and ( (server same network) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>18:04 |
| S24 | 4  | S21 and ( (advertiser or user or participant or shopper or buyer) near20 (conditions) near20 (ad or advertiser\$6) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>18:16 |

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| S25 | 30 | (US-20060041472-\$ or US-20050228797-\$ or US-20050187823-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050038914-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040192351-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20020184096-\$ or US-20020046104-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20050187818-\$ or US-20050049917-\$ or US-20050246231-\$ or US-20050131724-\$ or US-20050038688-\$ or US-20040220884-\$ or US-20030018566-\$ or US-20020174089-\$).did. or (US-20020095333-\$ or US-20020049644-\$ or US-20020032633-\$ or US-20010039527-\$).did. | US-PGPUB  | OR | ON | 2010/08/08<br>20:01 |
| S26 | 15 | S25 and ( (advertisee or user or participant or shopper or buyer) near20 (context or conditions) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>20:01 |
| S27 | 30 | (US-20060041472-\$ or US-20050228797-\$ or US-20050187823-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050038914-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040192351-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20020184096-\$ or US-20020046104-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20050187818-\$ or US-  | US-PGPUB  | OR | ON | 2010/08/08<br>21:54 |

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|     |    | 20050049917-\$ or US-<br>20050246231-\$ or US-<br>20050131724-\$ or US-<br>20050038688-\$ or US-<br>20040220884-\$ or US-<br>20030018566-\$ or US-<br>20020174089-\$).did. or (US-<br>20020095333-\$ or US-<br>20020049644-\$ or US-<br>20020032633-\$ or US-<br>20010039527-\$).did. |   |    |    |                     |
| S28 | 23 | S27 and ( (server same database) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>21:54 |
| S29 | 14 | S27 and ( (advertiser same network) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:00 |
| S30 | 1  | S27 and ( virtual same offer same (management or resolution or retriev\$3 or sort\$3 or campaign or distribution) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:04 |
| S31 | 3  | S27 and ( virtual same (management or resolution or retriev\$3 or sort\$3 or campaign or distribution) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:04 |
| S32 | 8  | S27 and ( virtual )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:04 |
| S33 | 4  | S27 and ( virtual and ( (management or resolution or retriev\$3 or sort\$3 or campaign or distribution) near20 (device or machine or appratus or module) ) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:07 |

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| S34 | 9  | S27 and ( ( management or resolution or retriev\$3 or sort\$3 or campaign or distribution) near20 (device or machine or appratus or module) ) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:07 |
| S35 | 8  | S27 and ( virtual and ( (management or resolution or retriev\$3 or sort\$3 or campaign or distribution) ) )                                     | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:08 |
| S36 | 1  | S27 and ( ( (pre-defined) near10 offer) same (AI or (artificial near10 intelligence) ) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:13 |
| S37 | 2  | S27 and ( ( (pre-defined) ) same (AI or (artificial near10 intelligence) ) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:13 |
| S38 | 8  | S27 and ( (ad or advertis \$7) same (real near7 time) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:25 |
| S39 | 14 | S27 and ( (ad or advertis \$7) same ((real near7 time) or immediat\$4 or instant \$3) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:26 |
| S40 | 25 | S27 and ( (ad or advertis \$7) same ( product or service or content or media) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:29 |
| S41 | 29 | S27 and ( desktop or computer or notebook or wireless or portable or handheld or cellular or mobile)  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:31 |

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| S42 | 1  | S27 and ( (match\$3) same (probabil\$5) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:44 |
| S43 | 3  | S27 and ( (match\$3) same (probabil\$5 or likelihood or statistic\$6) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:45 |
| S44 | 1  | S27 and ( (pre-defined) same (categor\$3) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>22:52 |
| S45 | 0  | 2004/0186776.pn.   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>23:18 |
| S46 | 2  | "20040186776".pn.  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2010/08/08<br>23:18 |
| S47 | 31 | (US-20050131724-\$ or US-20050038688-\$ or US-20040192351-\$ or US-20040243565-\$ or US-20050049917-\$ or US-20050091111-\$ or US-20050171863-\$ or US-20050107952-\$ or US-20050187823-\$ or US-20020095333-\$ or US-20020046104-\$ or US-20020049644-\$ or US-20020184096-\$ or US-20040220884-\$ or US-20020013729-\$ or US-20050096980-\$ or US-20050228797-\$ or US-20040186776-\$ or US-20060041472-\$ or US-20030018566-\$ or US-20030177058-\$ or US-20020032633-\$ or US-20010039527-\$ or US-20040103024-\$ or US- | US-PGPUB  | OR | ON | 2011/01/19<br>12:21 |

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|     |     | 20050038914-\$ or US-20050246231-\$).did. or (US-20040230676-\$ or US-20050165766-\$ or US-20020174089-\$ or US-20010047297-\$ or US-20050187818-\$).did.     |   |    |    |                     |
| S48 | 15  | S47 and ( (context\$3 condition) near7 (ad advertis\$7) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:22 |
| S49 | 21  | S47 and ( (web webpage website url) near7 (ad advertis\$7) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:26 |
| S50 | 8   | S47 and ( (context\$3 same match\$3) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:35 |
| S51 | 2   | S47 and ( (context\$3) same (advertiser) same (user customer buyer advertisee) same (match\$3) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:41 |
| S52 | 13  | ( (context\$3) same (advertiser) same (user customer buyer advertisee) same (match\$3) same (conditions) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:45 |
| S53 | 39  | ( (context\$3) same (advertiser) same (user customer buyer advertisee) same (match\$3) same (criteria conditions) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:46 |
| S54 | 304 | ( (context\$3 search\$3 query \$4) same (advertiser) same (user customer buyer advertisee consumer participant) same (match \$3) same (criteria conditions) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:56 |

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| S55 | 126 | ( (context\$3 search\$3 query \$4) same (advertiser) same (user customer buyer advertisee consumer participant) same (match \$3) same (criteria conditions) same (web webpage website url) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>13:56 |
| S56 | 34  | (US-20060069749-\$ or US-20060041472-\$ or US-20050246231-\$ or US-20050228797-\$ or US-20050216335-\$ or US-20050187823-\$ or US-20050187818-\$ or US-20050171863-\$ or US-20050165766-\$ or US-20050131724-\$ or US-20050107952-\$ or US-20050096980-\$ or US-20050091111-\$ or US-20050049917-\$ or US-20050038914-\$ or US-20050038688-\$ or US-20040243565-\$ or US-20040230676-\$ or US-20040220884-\$ or US-20040192351-\$ or US-20040186776-\$ or US-20040103024-\$ or US-20030177058-\$ or US-20030018566-\$ or US-20020184096-\$ or US-20020174089-\$).did. or (US-20020095333-\$ or US-20020049644-\$ or US-20020046104-\$ or US-20020032633-\$ or US-20020022999-\$ or US-20020013729-\$ or US-20010047297-\$ or US-20010039527-\$).did. | US-PGPUB  | OR | ON | 2011/01/19<br>15:18 |
| S57 | 5   | S56 and ( (current same interest) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:18 |
| S58 | 20  | S56 and ( (match\$3) same (search\$3 query\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:20 |

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| S59 | 8  | S56 and ( (match\$3) same (search\$3 query\$4) same (term word phrase) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:21 |
| S60 | 6  | S56 and ( (condition) same (search\$3 query\$4) same (term word phrase) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:26 |
| S61 | 10 | S56 and ( (condition criteria) same (search\$3 query\$4) same (term word phrase) )  | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:26 |
| S62 | 20 | S56 and ( (results) same (search\$3 query\$4) )   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:41 |
| S63 | 3  | S47 and ( (advertiser) same (user customer buyer participant consumer) same (website webpage web advertisee) same (storage stor\$3) same (offer bid) )                                      | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:50 |
| S64 | 4  | S47 and ( (advertiser) same (user customer buyer participant consumer) same (website webpage web advertisee) same (storage stor\$3) same (offer bid criteria agreement) )                   | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:53 |
| S65 | 4  | S47 and ( (advertiser) same (user customer buyer participant consumer) same (website webpage web advertisee) same (storage stor\$3 database) same (offer bid criteria agreement) )          | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:55 |
| S66 | 5  | S47 and ( (advertiser) same (user customer buyer participant consumer) same (website webpage web advertisee) same (storage stor\$3 database) same (offer bid criteria agreement match\$3) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:56 |



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| S67 | 5 | S47 and ( (advertiser) same<br>(user customer buyer<br>participant consumer) same<br>(website webpage web<br>advertisee url internet)<br>same (storage stor\$3<br>database) same (offer bid<br>criteria agreement match<br>\$3) ) | US-PGPUB;<br>USPAT;<br>USOCR; FPRS;<br>EPO; JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2011/01/19<br>15:57 |
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